

New Rules to Old Rules Cross Reference Table

| New Rule | Description (based on new rules) | Old Rule |
|-----------------|--|----------------------------------|
| 4-7.11 | Application of Rules | 4-7.1 |
| 4-7.11(a) | Type of Media | 4-7.1(a) |
| 4-7.11(b) | Lawyers | 4-7.1(b) |
| 4-7.11(c)* | Referral Sources | New |
| 4-7.12 | Required Content | 4-7.2 |
| 4-7.12(a)(1)* | Name of Lawyer/Firm/LRS in Ad | 4-7.2(a)(1) |
| 4-7.12(a)(2)* | Geographic Disclosure | 4-7.2(a)(2) |
| 4-7.12(b) | Referrals to Other Lawyers | 4-7.2(c)(13) |
| 4-7.12(c) | Languages Used | 4-7.2(c)(10) |
| 4-7.12(d) | Legibility | 4-7.2(c)(11) |
| 4-7.13 | Deceptive and Inherently Misleading Advertisements | 4-7.2 |
| 4-7.13(a)(1) | Cannot Make Material Statements that are Factually or Legally Inaccurate | 4-7.2(c)(1)(A) 4-7.2(c)(1)(B) |
| 4-7.13(a)(2) | Cannot Omit Information Needed so Information not Misleading | 4-7.2(c)(1)(C) |
| 4-7.13(a)(3) | Cannot Imply the Existence of a Material Nonexistent Fact | New |
| 4-7.13(b)(1) | Predictions or Guarantees of Success or Specific Results Prohibited | 4-7.2(c)(1)(G) |
| 4-7.13(b)(2) | Past Results Must be Objectively Verifiable | 4-7.2(c)(1)(F) |
| 4-7.13(b)(3) | Comparisons of Lawyers and Characterization of Skills, Experience, Reputation or Record Must be Objectively Verifiable | 4-7.2(c)(1)(I) 4-7.2(c)(2) |
| 4-7.13(b)(4) | Cannot Advertise Area of Law Do Not Practice | 4-7.2(c)(4) |
| 4-7.13(b)(5)* | Cannot Imply that Someone is Lawyer or Employee of Firm, | New |
| 4-7.13(b)(6)* | Dramatization Disclosure | 4-7.2(c)(3) |
| 4-7.13(b)(7) | Cannot State or Imply Will Violate Ethics Rules, Law or Court Rules | 4-7.2(c)(1)(H) |
| 4-7.13(b)(8)* | Testimonial Requirements | 4-7.2(c)(1)(J) |
| 4-7.13(b)(9) | Cannot State or Imply Bar Approval | 4-7.2(c)(5) |
| 4-7.13(b)(10)* | Judicial, Executive and Legislative Branch Titles | New |

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| 4-7.14 | Potentially Misleading Requirements | |
| 4-7.14(a)(1)* | Ads Subject to Varying Reasonable 4- Interpretations | New |
| 4-7.14(a)(2)* | Literally Accurate Statements that Could Reasonably Mislead | New |
| 4-7.14(a)(3) | Awards and Ratings | 4-7.2(c)(2) |
| 4-7.14(a)(4) | Board Certification | 4-7.2(c)(6) |
| 4-7.14(a)(5) | Cost Disclosure | 4-7.2(c)(7) 4-7.2(c)(8) |
| 4-7.14(b)* | Clarifying Information | New |
| 4-7.15 | Unduly Manipulative or Intrusive Ads | 4-7.2 |
| 4-7.15(a) | Appealing to Emotions Rather than Rational Evaluation of Lawyer | 4-7.2(c)(3) 4-7.2(c)(16) |
| 4-7.15(b) | Cannot Use Authority Figures | New |
| 4-7.15(c) | Cannot Use Celebrities | 4-7.2(c)(15) |
| 4-7.15(d) | Cannot Offer Financial Incentives | 4-7.2(c)(14) |
| 4-7.16 | Presumptively Valid Content | 4-7.2(b) |
| 4-7.16(a) | Exempt Information --Lawyers | 4-7.2(b)(1) |
| 4-7.16(b) | Exempt Information --LRS | 4-7.2(b)(2) |
| 4-7.17 | Payment for Advertising & Promotion | 4-7.2 |
| 4-7.17(a) | Payment by Other Lawyers | 4-7.2(c)(12) |
| 4-7.17(b) | Payment for Referrals | 4-7.2(c)(14) |
| 4-7.17(c) | Payment by Nonlawyers | New |
| 4-7.18 | Direct Contact---Solicitation, Direct Mail and Direct Email | 4-7.20 |
| 4-7.18(a) | Direct Solicitation Prohibited | 4-7.4(a) |
| 4-7.18(b) | Direct Mail and Email Ads | 4-7.4(b), 4-7.6(c) |
| 4-7.18(b)(1)(A)-(G) | When Can't Send DM or email---30 day rule, etc. | 4-7.4(b)(1)(A)-(G) |
| 4-7.18(b)(2)(A) | DM/Email subject to 4-7.11 – 4-7.17 | 4-7.4(b)(2)(A) |
| 4-7.18(b)(2)(B)* | Advertisement Mark/Advertisement Subject Line | 4-7.4(b)(2)(B) 4-7.6(c) |
| 4-7.18(b)(2)(C) | Statement of Qualifications | 4-7.4(b)(2)(D) |
| 4-7.18(b)(2)(D) | “SAMPLE” “DO NOT SIGN” | 4-7.4(b)(2)(E) |
| 4-7.18(b)(2)(E) | First Sentence | 4-7.4(b)(2)(F) |
| 4-7.18(b)(2)(F) | Cannot Resemble Legal Pleadings or Documents | 4-7.4(b)(2)(G) |

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|-----------------|---|----------------------------------|
| 4-7.18(b)(2)(G) | Must State if Another Lawyer will Actually Handle the Case | 4-7.4(b)(2)(H) |
| 4-7.18(b)(2)(H) | How Obtained the Information | 4-7.4(b)(2)(I) |
| 4-7.18(b)(2)(I) | Cannot Reveal Nature on Outside | 4-7.4(b)(2)(J) |
| 4-7.18(b)(3)* | Communications to Other Lawyers, Clients, and Lawyer's Family Members | 4-7.1(e), 4-7.1(f), 4-7.1(g) |
| | | |
| 4-7.19 | Filing Requirement | 4.7.7 |
| 4-7.19(a)* | Filing Requirement | 4-7.7(a)(1)(A) 4-7.7(a)(2)(A) |
| 4-7.19(b)* | Evaluation by The Florida Bar | 4-7.7(a)(1)(C) 4-7.7(a)(2)(C) |
| 4-7.19(c) | Preliminary Opinions | 4-7.7(a)(1)(B) 4-7.7(a)(2)(B) |
| 4-7.9(d)* | Opinions on Exempt Advertisements | 4-7.7(a)(2)(C) |
| 4-7.9(e)* | Facial Compliance | 4-7.7(a)(1)(D) 4-7.7(a)(2)(D) |
| 4-7.9(f)* | Notice of Compliance & Disciplinary Action | 4-7.7(a)(1)(F) 4-7.7(a)(2)(F) |
| 4-7.9(g) | Notice of Noncompliance | 4-7.7(a)(1)(E) 4-7.7(a)(2)(E) |
| 4-7.9(h)* | Contents of Filing | 4-7.7(b) |
| 4-7.9(i) | Change of Circumstances, Refiling Requirement | 4-7.7(c) |
| 4-7.9(j) | Maintaining Copies of Advertisements | 4-7.7(d) |
| | | |
| 4-7.20 | Exemptions from Filing Requirement | 4-7.8 |
| 4-7.20(a) | Tombstone Ads | 4-7.8(a) |
| 4-7.20(b) | Public Service Announcements | 4-7.8(b) |
| 4-7.20(c) | Law List or Bar Publication | 4-7.8(c) |
| 4-7.20(d) | Mailed to Clients and Other Attorneys | 4-7.8(d) |
| 4-7.20(e)* | Information Provided Upon Request | 4-7.20(f) |
| 4-7.20(f) | Announcements to Clients, Other Lawyers, Family, Close Personal Friends | 4-7.8(e) |
| 4-7.20(g) | Attorney Websites | 4-7.8(f) |
| | | |
| 4-7.21 | Firm Names and Letterhead | 4-7.9 |
| 4-7.21(a) | Cannot be False, Misleading or Deceptive | 4-7.9(a) |
| 4-7.21(b) | Trade Names | 4-7.9(b) |
| 4-7.21(c) | If Advertise Trade Name Must Use it on Everything | 4-7.9(c) |
| 4-7.21(d) | Name of Interstate Law Firm | 4-7.9(d) |

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|-----------------|---|-----------------|
| 4-7.21(e) | Using Name of Public Officer in Firm Name | 4-7.9(e) |
| 4-7.21(f) | Partnership and Authorized Business Entity | 4-7.9(f) |
| 4-7.21(g) | Insurance Staff Attorneys | 4-7.9(g) |
| | | |
| 4-7.22 | Lawyer Referral Services | 4-7.10 |
| 4-7.22(a)(1) | LRS Must Comply With Ad Rules | 4-7.10(a)(1) |
| 4-7.22(a)(2) | LRS Can't Share Fees | 4-7.10(a)(2) |
| 4-7.22(a)(3) | LRS Can Refer Only to TFB Members For Florida Matters | 4-7.10(a)(3) |
| 4-7.22(a)(4) | Malpractice Insurance Requirement | 4-7.10(a)(4) |
| 4-7.22(a)(5) | Quarterly Report of Participating Attorneys | 4-7.10(a)(5) |
| 4-7.22(a)(6) | Quarterly Report of LRS Agents | 4-7.10(a)(6) |
| 4-7.22(a)(7) | LRS Must Respond to Bar Inquiries | 4-7.10(a)(7) |
| 4-7.22(a)(8) | Cannot Say Approved by Bar Unless Subject to Chapter 8 Rules | 4-7.10(a)(8) |
| 4-7.22(a)(9) | LRS Must Use Actual or Registered Fictitious Name in All Communications | 4-7.10(a)(9) |
| 4-7.22(a)(10) | Must State in All Ads That The LRS is A LRS | 4-7.10(a)(10) |
| 4-7.22(a)(11)* | Must State in All Ads That Lawyers Pay to Participate in the LRS | New |
| 4-7.22(b) | Responsibility of Lawyer | 4-7.10(b) |
| 4-7.22(c)* | Definition of LRS | 4-7.10(c) |
| | | |
| 4-7.23* | Lawyer Directory | New |
| 4-7.23(a)* | Definition | New |
| 4-7.23(b)(1)* | Must Comply With Ad Rules | New |
| 4-7.23(b)(2)* | Can't Share Fees | New |
| 4-7.23(b)(3)* | Can List Only to TFB Members For Florida Matters | New |
| 4-7.23(b)(4)* | Must Respond to Bar Inquiries | New |
| 4-7.23(b)(5)* | Cannot Say Approved by Bar | New |
| 4-7.23(b)(6)* | Must Use Actual or Registered Fictitious Name in All Communications | New |
| 4-7.23(b)(7)* | Must Affirmative State in All Ads That it is a Legal/Lawyer Directory | New |
| 4-7.23(c)* | Responsibility of Lawyer | New |

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